Social Welfare Schemes for SCs/STs and OBCs

3220. SHRI VIJAY SINGH YADAV:
SHRIMATI SAROJ DUBEY :
PROF. RAM DEO BHANDARY :

Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) whether Government have launched a large number of social welfare schemes for the benefit of Scheduled Castes/Tribes, physically impaired and other backward people of the country;

(b) if so, the modes of publicity adopted for creating awareness about these schemes;

(c) whether adequate publicity, especially through weekly radio programmes and jingles/spots is being given to the schemes so as to create awareness among the illiterate beneficiaries thereof; if not, the reasons therefor; and

(d) the details of the radio sponsored programmes, jingles, spots etc. being broadcast presently and those scheduled for broadcast in the ensuing financial year ?

THE MINISTER OF STATE IN THE MINISTRY OF SOCIAL JUSTICE AND EMPOWERMENT (DR. SANJAY PASWAN) : (a) Yes Sir.

(b) to (d) The Ministry of Social Justice & Empowerment is giving publicity to all its schemes and programmes to generate social awareness across the country through various forms of media viz. electronic media, print media, outdoor media, traditional folk and also interpersonal media.

Schemes of the Ministry are widely publicized through advertisements, printed publicity material, hoardings, kiosks, bus panels, dance and drama shows, interpersonal communication sessions as also through the broadcast of radio jingles and spots in a staggered manner and broadcast of weekly sponsored radio programme "Sanwarti Jayen Jeewan Ki Rahen" in the North Eastern States.

Plan for Multi-Sectoral Development of Minorities

3221. SHRI K. RAHMAN KHAN: Will the Minister of SOCIAL JUSTICE AND EMPOWERMENT be pleased to state:

(a) the details of the plan for Multi-sectoral development of minorities and the details of the programmes drawn up to achieve the objects of the plan;